



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY

Deemed to be University U/S 3 of the UGC Act, 1956

SCHOOL OF MANAGEMENT



5th
**International
Conference on
Management Research**



February 21-22, 2025

THEME:

**Management Perspectives for a
Technology-driven Future**



The KIIT School of Management (KSOM), KIIT University, is the proud host of the annual International Conference on Management Research (ICMR). This prestigious conference offers an unparalleled platform for scholars, practitioners, and industry experts to disseminate cutting-edge research and engage in thought-provoking discussions across various management domains.

ICMR 2025 invites original research papers that address the profound impact of technological advancements on contemporary organizations. The conference theme, “Management Perspectives for a Technology-driven Future,” encourages submissions that explore the challenges, opportunities, and strategic implications of emerging technologies such as big data, cloud computing, artificial intelligence, Internet of Things, and social media.

Authors are invited to submit their original research papers, case studies, literature reviews, and work in progress within the broad scope of this conference. An indicative, but not exhaustive, list of the proposed tracks is given below:

1. Digital Transformation and Organizational Strategy

This track invites researchers to explore the critical role of digital transformation in shaping organizational strategy through topics such as:

- Digital disruption: The impact of emerging technologies on industries and business models.
- Digital transformation strategies: Developing effective strategies to leverage digital technologies for competitive advantage.
- Organizational culture and change management: Fostering a digital-first culture and managing organizational change.
- Data-driven decision-making: Utilizing data analytics to inform strategic decisions and improve performance.
- Case studies: Real-world examples of organizations that have successfully navigated digital transformation.

2. Economics of the Future: Navigating Emerging Technologies

This track invites researchers to delve into the economic implications of cutting-edge technologies like GenAI, block chain, and big data by exploring topics such as:

- Market disruption: How these technologies are reshaping industries and creating new economic opportunities.

- Regulatory frameworks: The challenges and potential solutions for governing these rapidly evolving technologies.
- Economic models: Developing new theoretical frameworks to understand the economic impacts of emerging technologies.
- Social implications: The ethical and societal considerations of these technologies, including issues of inequality and job displacement.
- Case studies: Real-world examples of how these technologies are being used to address economic challenges and create new value.

3. Ethical Considerations in Technology-Driven Organizations

This track invites researchers to explore the critical role of governance and ethics in organizations navigating the complex landscape of emerging technologies through topics such as:

- Ethical leadership: The responsibilities of leaders in fostering ethical decision-making and behaviour.
- Corporate social responsibility: The role of organizations in addressing societal challenges and promoting sustainable practices.
- Risk management: Identifying and mitigating risks associated with emerging technologies, including data breaches, algorithmic bias, and ethical dilemmas.

- Stakeholder engagement: Building trust and collaboration with stakeholders, including employees, customers, investors, and communities.
- Case studies: Real-world examples of organizations that have successfully managed ethical and governance challenges in the digital age.

4. Operations and Supply Chain Management in a Hyper Connected World

This track invites researchers to explore the transformative impact of connectivity on operations and supply chain management through topics such as:

- Digital transformation: Leveraging technologies like IoT, AI, and blockchain to optimize operations and enhance supply chain visibility.
- Supply chain resilience: Building robust and adaptable supply chains to withstand disruptions and uncertainties.
- Sustainable operations: Integrating sustainability into operations and supply chain strategies to reduce environmental impact.
- Collaborative networks: Fostering partnerships and collaborations to improve supply chain performance and innovation.
- Case studies: Real-world examples of organizations that have successfully implemented innovative operations and supply chain practices in the digital age.

5. Radical Innovation and Entrepreneurship in the Digital Age

This track invites researchers to explore the dynamic intersection of radical innovation and entrepreneurship in the digital age through topics such as:

- Disruptive technologies: The impact of emerging technologies on existing industries and the creation of new market opportunities.
- Business model innovation: Developing novel business models to capture value in the digital economy.
- Entrepreneurial ecosystems: The role of accelerators, incubators, and venture capital in fostering innovation and entrepreneurship.

- Scaling and growth: Strategies for scaling digital startups and achieving sustainable growth.
- Case studies: Real-world examples of successful digital entrepreneurs and their innovative ventures.

6. Big Data Analytics and Business Intelligence

This track invites researchers to explore the critical role of analytics and business intelligence in driving decision-making and innovation in the digital era through topics such as:

- Data-driven decision-making: Leveraging advanced analytics techniques to extract insights from complex data sets.
- Predictive analytics: Forecasting future trends and outcomes to inform strategic planning.
- Prescriptive analytics: Optimizing decision-making processes to achieve desired outcomes.
- AI and machine learning: Integrating AI and machine learning into BAI applications to enhance automation and efficiency.
- Ethical considerations: Addressing the ethical implications of data-driven decision-making, including privacy, bias, and transparency.

7. Managing Human Resources in a Technology-Driven Workplace

This track invites researchers to explore the critical role of human resource management in the digital age through topics such as:

- Transformations of HR Processes: Leveraging technology to streamline HR processes, enhance employee engagement, and improve talent acquisition.
- Remote work and flexibility: Managing a distributed workforce and promoting work-life balance.
- Upskilling and reskilling: Preparing employees for the future of work by providing opportunities for continuous learning and development.
- Ethical AI: Ensuring the ethical use of AI in HR practices, such as recruitment and performance evaluation.

- Employee well-being: Promoting mental health, work-life balance, and employee engagement in a technology-driven environment.

8. Marketing in a Tech-Driven World

This track invites researchers to explore the transformative impact of technology on marketing strategies and practices through topics such as:

- Digital marketing: Leveraging digital channels to reach and engage target audiences.
- Social media marketing: Harnessing the power of social media platforms to build brand awareness and drive customer engagement.
- Content marketing: Creating valuable and relevant content to attract and retain customers.
- AI and marketing automation: Using AI to personalize marketing campaigns and automate repetitive tasks.
- Ethical marketing: Addressing ethical considerations in the digital age, including data privacy, transparency, and responsible advertising.

9. Innovations in Finance with Emerging Technologies

This track invites researchers to explore the transformative impact of emerging technologies on the financial services industry through topics such as:

- Fintech: The development and application of innovative financial technologies to disrupt traditional financial services.
- Block chain and cryptocurrencies: The potential of block chain technology to revolutionize financial transactions and create new asset classes.
- Artificial intelligence and machine learning: Leveraging AI and ML to improve risk management, fraud detection, and customer service.
- Risk management: Opportunities and challenges of technology driven innovations to improve efficiency and mitigate risks in the financial sector.
- Digital payments: The rise of digital payment methods and their impact on consumer behaviour and financial inclusion.
- Regulatory challenges: Navigating the evolving regulatory landscape and addressing the challenges of technological innovation.

Submissions in the form of extended abstracts, in the prescribed format, can be made through our conference website: <https://event.kiit.ac.in/icmr2025/>. The screening of research papers for presentation at the conference will be based on the review of extended abstracts. Full papers will be reviewed only for publication in the conference book of proceedings and journals.



IMPORTANT DATES

Submission of Extended Abstracts : 29th November, 2024

Communication of Acceptance : 20th December, 2024

Submission of Full Papers : 20th January, 2025

Submission of Presentations : 14th February, 2025

Conference : 21st – 22nd February, 2025

SUBMISSION GUIDELINES:

- Papers must be based on original research work that has neither been published nor submitted for publication.
- Extended abstracts must be submitted according to the guidelines available on the conference website. The extended abstracts should contain the following sections
 - ✓ Abstract: (65 – 100 words)
 - ✓ Keywords: (3–5 keywords)
 - ✓ Introduction: (140 – 180 words)
 - ✓ Methodology: (65–100 words)
 - ✓ Results and Discussion: (65–100 words)
 - ✓ Conclusions: (70 – 100 words)
 - ✓ References: APA format (5–14 references)
 - ✓ Tables, figures and equations should be formatted according to the guidelines provided on the website.
- Papers must be formatted according to the following guidelines:
 - ✓ Word limit: 8000 words
 - ✓ Font: Times New Roman, 12 points
 - ✓ Margins: 1 inch all around
 - ✓ Spacing: Double spaced
 - ✓ Tables, graphs, and figures: Black and white, properly numbered
 - ✓ References: APA style
 - ✓ Similarity Index: Not more than 10%
- Submission: Papers must be submitted electronically through the ICMR-2025 website.

All papers will undergo a double-blind peer review process. Please note that the ICMR-2025 reserves the right to reject any paper that does not meet the submission guidelines.

MODE OF PRESENTATION:

The International Conference on Management Research (ICMR-2025) will be conducted in a hybrid mode.

PUBLICATION OPPORTUNITIES:

All registered and presented papers will be peer-reviewed. Selected papers will be published as part of the conference proceedings in the form of an edited book with publishers of international repute. The proceedings of ICMR 2024 were published by Routledge (Taylor and Francis, UK).

Ray, Koustubh K. & Bhubwandeep (Eds.). (2024). Future of Management: Embracing Sustainability, Diversity, and Inclusivity. Routledge (Taylor & Francis UK)



AWARDS FOR BEST PAPERS:

1st Prize:	Rs. 40,000/-
2nd Prize:	Rs. 30,000/-

REGISTRATION FEE:

Academics:	Rs. 2700/-
Corporate Attendees:	Rs. 5300/-
Research Scholars:	Rs. 1500/-
Foreign Delegates (Academics/Students):	US \$100

The registration fee is non-refundable.

The Payment Details are as follows:

Name of Account	KSOT PROJECTS
Account Number	50029573273
Contact Address	Campus-03, KIIT University Patia, Bhubaneswar Pin-751024
Bank Name (Full)	Indian Bank
Branch Name	KIIT Branch
Branch Address	Campus-1, Chandrasekharpur Patia, Bhubaneswar Pin-751024
Telephone No.	0674-2742392
9-Digit Code No. of Bank & Branch	751019021
Account Number	50029573273
Account Type (SB/CURRENT/CASH/CREDIT Etc.)	Saving
IFSC Code No. of Bank	IDIB000K717

ABOUT KSOM

(KIIT School of Management)



KIIT School of Management (KSOM) is a prominent business school located in Bhubaneswar, India, under the umbrella of KIIT University. Situated on a spacious 35-acre campus, KSOM is dedicated to providing a comprehensive education that encompasses teaching, applied research, and hands-on projects.

Renowned for its accomplished faculty, students, alumni, and doctoral scholars, KSOM has established itself as a leading business school in India. The school offers a diverse range of management programs, including MBA specializations in Marketing, Finance, Human Resources, Operations, Business Analytics, and IT. Additionally, KSOM focuses on niche areas such as digital marketing, construction

management, retail management, tourism management, and real estate management.

The curriculum at KSOM combines traditional classroom instruction with practical learning experiences, including role-plays, business simulations, guest lectures, corporate mentoring, live consultancy projects, seminars, summer internships, workshops, and club activities. The school maintains strong industry connections, with over 130 companies visiting campus each year for recruitment.

KSOM attracts students from across India and internationally, with approximately 10 countries represented in its student body. The campus offers a vibrant environment with innovative club and society events, knowledge series talks, cultural activities, and sports.

KIIT University, a premier institution of higher education in India, is renowned for its commitment to excellence and innovation. Spread across a vast campus in Bhubaneswar, Odisha, KIIT University has set new benchmarks for professional education in India through its exceptional teaching methodologies, pedagogical approaches, and rigorous research.

Offering a comprehensive range of academic programs, KIIT University provides world-class education in engineering, medicine, management, rural management, law, architecture, biotechnology, design, fashion technology, film, media, and other disciplines.

Recognized for its academic achievements, KIIT University has consistently ranked among the top institutions in India. In the NIRF 2023 ranking, the university secured the 15th

position, demonstrating excellence in teaching, learning resources, and student outcomes. Internationally, KIIT University has made significant strides. It was ranked 168th globally and 10th in India in the Young University Ranking 2024. Additionally, the university achieved a remarkable world rank of 6 and India rank of 1 in the UN Impact Ranking 2024 for its contributions to reducing inequalities (SDG 10).

Further solidifying its global standing, KIIT University was the first Indian university to be awarded a 5-star rating by QS in all categories, earning it the prestigious QS 5 Stars Rating. This recognition highlights the university's exceptional performance in teaching, research, employability, internationalization, and facilities.

About our Founder



Dr. Achyuta Samanta
Founder – KIIT & KISS

Dr. Achyuta Samanta, a distinguished philanthropist and visionary, is the founder of KIIT and KISS Universities. His journey from humble beginnings to becoming a prominent educational leader is marked by a deep commitment to eradicating poverty through education. Born into a challenging family background, Dr. Samanta experienced firsthand the hardships of poverty. However, his determination and belief in the transformative power of education led him to pursue higher education and ultimately a career in academia. As a professor, he recognized the opportunity to make a significant impact by providing quality education to underserved populations.

Dr. Samanta developed a unique model of social transformation by establishing two complementary institutions: the Kalinga Institute of Industrial Technology (KIIT) for students from affluent backgrounds and the Kalinga Institute of Social Sciences (KISS) for underprivileged students. This symbiotic approach has flourished over the past 25 years, resulting in two distinct universities. KIIT University, operating in a self-financing mode, currently serves over 25,000 students across a wide range of disciplines, including engineering, biochemistry, law, social sciences, management, and film making. KISS University, on the other hand, provides education to over 35,000 students, from pre-primary to doctoral studies. Of these, 25,000 students are enrolled in the main campus in Bhubaneswar, while the remaining 15,000 are distributed across satellite campuses located in remote tribal regions of India.

The innovative development model of KIIT and KISS Universities has garnered international recognition. Over 20 Nobel laureates and 100 heads of state have visited the institutions, commending their contributions to education and social development.

ORGANISING COMMITTEE

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